RIMSON STAIN MYSTERY Novelized by ALBERT PAYSON TERHUNE from the Consolidated Motion Picture Triumph

BY CONSOLIDATED FILM CORPORATION

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20 EXTRA FEATURES 127-INCH WHEELBASE



IOHN W. BATE'S LAST WORD IN EFFICIENCY

Special Show Cars

Enclosed and Convertible-Only 500 Built Ladies Especially Invited

We have to show you some new luxury cars. Models designed by leading experts and artists for exhabit at next year's Shows. Only 500 will be built, and we get but a few of these. But we invite you all to see them—ladies in particular. They show the result of a world-wide search for luxury-car attractions.

John W. Bate's New Move

Five months ago, when the latest Mitchell appeared, John W. Bate said, "My work is done."

He had built and equipped this factory—the model motor car plant of America for building a high-grade car. By efficiency methods, of which he is master, he had cut our factory cost in two. The result is greater value by at least 20 per cent-than was ever before in a fine car.

He had built 17 Mitchell models, each better than before. He had worked out in this way over 700 improve-

He had studied each part, to attain utter perfection. He had given each part at least 50 per cent over-

He had made 440 parts of toughened steel. And all the parts which meet major strains he made of Chrome-He had attained a lifetime car. Seven of these

Mitchells have already averaged 175,000 miles apieceover 30 years of ordinary service. So his work was done on the Mitchell chassis.

But he since has applied that same genius for efficiency to creating new luxury bodies.

Those bodies are now on show.

First, a World Search

His first step was to learn all that the world had done. He had experts examine 257 models all the latest creations of masterdesigners, both in Europe and

Sixth and Main Streets

Every new idea was noted. Every touch which added beauty, luxury or comfort. And all were combined in these new Mitchell models. Then our designers added what they could.

In these Mitchell luxury models you will find dozens of attractions which no other one car has. You will find quite a number which no other car yet embodies.

Built for 1917 Shows

These models were built in particular for the 1917 Shows. They are designed to add new lustre to the Mitchell name. What the Mitchell stands for in efficiency, it will stand for hereafter in class.

But the factory has built just 500 of these models in various types. They are distributed all over America—a few to each big Mitchell dealer.

So in every large city a few of these Show models will this winter advertise Mitchells.

Come let us show you these luxury models before our share is sold.

Year-Round Types

There are three types for all seasons-the types which have vast popularity.

One is the Springfield Type Sedan A 7-passenger closed car, equipped like a Limousine. But the plate glass sides disappear in a moment, and you have an open Touring Car.

Another All-Weather car is the Mitchell Cabriolet. This is a Coupe which in a moment changes to a Roadster. Another is the Mitchell Demountable Top, which goes on our Touring Car.

Our masterpiece models are the Limousine and Coupe. Each is a study in motor car luxury.

20% Extra Value in All

MITCHELL MODELS 3 passenger Roadster, 5-passenger Touring Car, 7-passenger Touring Car, Equipped with Demountable Top Only, \$300 Extra 4-passenger Cabriolet, 4 passenger Coupe, \$1850 7 passenger Springfield Sedan, \$1985

In all Mitchell models-open and closed-you will find 20 per cent extra value at least. Even our open cars have 26 features which other cars omit. You will find strength and quali-

ties such as never before appeared in a car at this price.

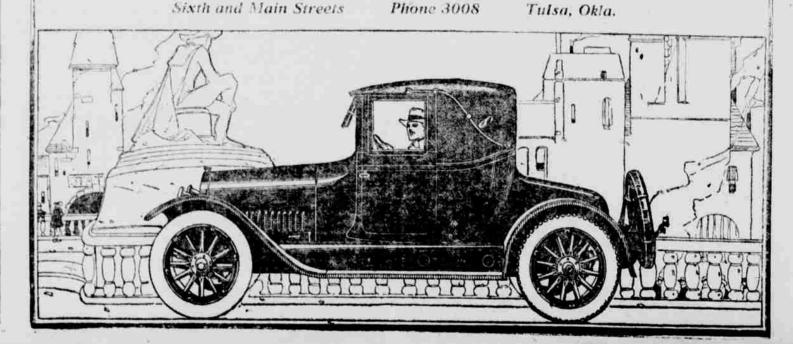
Those extras are due to John W. Bate. They are paid for by factory savings. When you know what they are, and see what they mean, you will not buy a car without them.

Come and see this unusual exhibit. MITCHELL MOTORS COMPANY, Inc. Racine, Wis., U. S. A.

New Cadillac Company of Okla.

All prices f. q. b. Racine

7-passenger Limousine,



Read It Here, Then See It in Pictures at the Empress Theater